

1975 EDITORIAL INDEX

ACCOUNTING

"An Important Step To Easy Accounting"	Feb. 38
"Shirt Pocket Calculator Solves Complex Problems".	Feb. 56
"Anatomy Of An Applications Package!	Apr. 76

ACCOUNTS RECEIVABLE/PAYABLE

"An Important Step To Easy Accounting"	Feb. 38
"A Microfilm System That Saves Retrieval Time And Storage"	June 88

BUDGETING

"Shirt Pocket Calculator Solves Complex Problems".	Feb. 56
--	---------

COMMUNICATIONS EQUIPMENT

"Source Reference: Communications".	Jan. 60
"Breakthrough"	Feb. 54
"Facsimile System Speeds Information Turnaround"	Aug. 50

COPYING

"Take Control To Reduce Copying Costs"	Oct. 56
"Detailed Study Leads To Cost Savings"	Oct. 63
"Specifications: Copiers"	Oct. 68

CORRESPONDENCE AND BUSINESS COMMUNICATIONS

"Kinsler: Tomfoolery With Trademarks"	Jan. 14
"Kinsler: Should Textbooks Be Hard To Read?".	Feb. 12
"Kinsler: A Divorcee's Name".	Mar. 16
"Kinsler: Gender? Sex? They're Different?".	Apr. 14
"Kinsler: Making Sense Of Time Management".	May 12
"Kinsler: Copyright Your World"	June 12
"Kinsler: Heartening The Stockholders".	July 10
"Kinsler: Taking Customers Info To The Grave"	Aug. 10
"Kinsler: Taking Customers To The Grave-II"	Sept. 14
"Kinsler: Don't Kill With Improvements"	Oct. 10
"Kinsler: Is That Word Foreign Or English?"	Nov. 16
"Kinsler: Phoning Your Company-Pain Or Pleasure?"	Dec. 10

DATA COMMUNICATIONS

"Nine Steps For Successful Telecommunications Systems"	June 74
"Datanomics: An Executive Forum".	Sept. 63
"Info '75: Focus On Problem Solving"	Sept. 83

DATA PROCESSING

"A Computer System Cooked Up To Order"	Jan. 38
"Fast Response Keeps Customers Satisfied"	Jan. 40
"'75 Outlook: Data And Information Processing"	Jan. 53
"Source Reference: Data Processing"	Jan. 56
"An Important Step To Easy Accounting"	Feb. 38
"A COM System That Ensures Quality"	Feb. 42
"How To Do Your Own Computer Feasibility Study"	Feb. 50
"McLuhan: The Fourth World Demands Process Awareness"	Feb. 18
"A Vintage Year For A Mini Computer"	Mar. 40
"McLuhan: Anticipating Processes"	Mar. 20
"Three-Way Order Entry For Fast Customer Service"	Apr. 27
"Anatomy Of An Applications Package"	Apr. 76
"McLuhan: The Executive As Artist"	Apr. 18
"Datanomics: Proving The Theory"	May 71
"Datanomics: The Population Explosion"	May 84
"A Mini-Computer Becomes A Diamond's Best Friend"	May 86
"Datanomics: New Power For Data Centers"	May 92
"Datanomics"	May 95
"Editorial: Datanomics: We Prove The Theory"	May 10
"McLuhan: Instant Information Makes Old Programs Obsolete"	May 14
"Small Computers: New Fashions In Retailing"	June 82
"McLuhan: Discovery Depends On Intuition And Surprise"	June 14
"Distributed Computing: Big Power At A Budget Price"	July 21
"Small Computer Smooths Travel Plans"	July 26
"McLuhan: Innovations Require An Altered Perception"	July 14
"Minicomputer Keeps Track Of A Fast Track"	Aug. 22
"A Cost Control System For Maximum Profit"	Aug. 31
"McLuhan: Market Organization In The Information Age"	Aug. 12
"Datanomics: An Executive Forum"	Sept. 63
"Specifications: Small Business Computers"	Sept. 80
"Source Reference: EDP Media Supplies"	Sept. 82
"Info '75: Focus On Problem Solving"	Sept. 83
"Datanomics Marketplace"	Sept. 86
"McLuhan: Obsolete Military Organization In Business"	Sept. 18
"A Cost Saving System That Goes From COM To Offset"	Oct. 61
"McLuhan: At Electronic Speeds The Effects Of Processes Flip"	Oct. 12
"Minicomputer Freezes Costs, Warms Up Profits"	Nov. 51
"The Key To Data Entry Savings"	Nov. 60
"McLuhan/Nevitt: Executives Must Make History"	Nov. 20
"Mixing Minicomputers And Concrete For Profit"	Dec. 20
"McLuhan/Nevitt: The Electronic World Affects Identity Images"	Dec. 12

DICTATING/WORD PROCESSING

"Fast Response Keeps Customers Satisfied"	Jan. 40
"Source Reference: Word Processing"	Jan. 74
"Name The Top WP Executive Of The Year"	Feb. 37
"Advanced WP Supports An Advanced Plant"	Feb. 46
"Breakthrough"	Feb. 54
"Government Takes The Lead"	Mar. 49
"Creating An Efficient And Attractive Place To Work"	Mar. 49
"Building Productivity And High Morale"	Mar. 58

DICTATING/WORD PROCESSING (Continued)

"Interfaced Technologies Shorten Report Writing"	Mar. 61
"Editorial: Help Set WP Standards"	Mar. 10
"A WP System With Ready Answers"	May 32
"Word Processing Section: A Technology Update"	June 93
"WP Path To The 80's"	June 93
"Major Conrad Boterweg: 1975 WP Executive Of The Year"	June 100
"WP 1975: What Users Are Saying This Year"	June 105
"WP: Practical Lessons At Syntopian III"	June 108
"Specifications: WP Equipment"	June 110
"Specifications: Dictation Equipment"	June 114
"WP Showcase"	June 116
"Editorial: Two Opportunities For Increased Profit"	June 10
"Microfiche: Cost Cutting Support For A Computing System"	July 41
"She Teaches Secretarial Skills Executives Ask For"	Aug. 55
"WP: Fall Symposium Updates WP Technology"	Sept. 103
"WP Marketplace"	Sept. 104
"WP: New Key To Automated Forms Management"	Oct. 52
"WP: Communications Speed The Printed Word"	Nov. 56
"Centralized WP That Boosts Executive Efficiency"	Dec. 27

FILING

"Source Reference: Document Processing"	Jan. 62
"A COM System That Ensures Quality"	Feb. 42
"Filing Systems: Today And Tomorrow"	Mar. 46
"Micrographics Forum: Guidelines To Handle Growth"	Apr. 61
"1975 Records Retention Timetable"	May 36
"Color This Filing System Efficient"	Oct. 31
"ARMA Conference Will Examine Information Management"	Oct. 42
"Payback On A Mobile Filing System"	Dec. 17

FORMS CONTROL AND FORMS DESIGN

"An Important Step To Easy Accounting"	Feb. 38
"Interfaced Technologies Shorten Report Writing"	Mar. 61
"WP: New Key To Automated Forms Management"	Oct. 52

FURNISHINGS AND LAYOUT

"Room At The Top: C. C. Cameron"	Jan. 35
"75 Outlook: Environment"	Jan. 67
"Source Reference: Environment"	Jan. 68
"Office Redesign"	Feb. 25
"The New Profit In Found Space"	Feb. 25
"Fire Codes: A Changing Factor In Office Redesign"	Feb. 28
"Room At The Top: William H. Moore"	Feb. 30
"Redesigning The Office Space"	Feb. 32
"Editorial: Remodeling: An Alternate Course For Hard Times"	Feb. 8
"Landscape In A Strong Box"	Mar. 37
"Room At The Top: Lee B. Stern"	Mar. 42

FURNISHINGS AND LAYOUT (Continued)

"Creating An Efficient And Attractive Place To Work"	Mar. 51
"A Visionary Design At The Top".	Apr. 30
"A Primer On Specifying Office Carpeting".	Apr. 33
"Unity In A Grand Design".	May 29
"Room At The Top: Fred E. Brown".	May 34
"The Changing Environment: NEOCON Needs Your Input"	May 99
"Office Redesign: The Profit Within".	June 39
"Office Redesign: Is It For You?"	June 41
"Remake On A Factory: A Winning Conversion"	June 44
"Components For The Redesigned Office"	June 48
"Carpet: First Choice For The Redesigned Office".	June 50
"Room At The Top: Felix Larkin"	June 72
"Editorial: Two Opportunities For Increased Profit"	June 10
"Room At The Top: Ike Aiken".	July 24
"The Professional Approach To Office Planning"	July 31
"Showcase Offices Prompt Rethinking"	Aug. 19
"Room At The Top: Leonard and Gerald Kolschowsky"	Aug. 24
"Ergonomics: Definition Of A Work World".	Sept. 41
"A Monolithic Landscape"	Sept. 43
"Ergonomics In The Executive Office"	Sept. 46
"Room At The Top: Colton D. Harper"	Sept. 50
"Specifications: Modular Furniture"	Sept. 52
"Specifications: Free-Standing Partitions".	Sept. 54
"Ergonomics Marketplace"	Sept. 56
"Room At The Top: Thomas Milton".	Oct. 34
"An Effective Environment At A Sensible Price"	Nov. 45
"Room At The Top: James W. McDavid"	Nov. 54
"Office Lighting: Visibility vs. Performance"	Nov. 66
"Room At The Top: James T. Hughes".	Dec. 22
"An Integrated Concept For Corporate Efficiency"	Dec. 24

GENERAL BUSINESS INFORMATION

"In '75: Cautious Buying With An Eye To The Bottom Line".	Jan. 45
"75 Outlook: Data And Information Processing"	Jan. 53
"75 Outlook: Environment"	Jan. 67
"75 Outlook: Office/Business Equipment"	Jan. 73
"75 Outlook: Office Products, Supplies, And Services"	Jan. 83
"Management Time & Leisure".	Jan. 89
"Editorial: Unlocking Profitable Idea Flow"	Jan. 10
"Kinsler: Tomfoolery With Trademarks"	Jan. 14
"Peter: The Compensation Miracle"	Jan. 18
"How To Do Your Own Computer Feasibility Study".	Feb. 50
"Management Time & Leisure".	Feb. 70
"Editorial: Remodeling: An Alternative Course For Hard Times".	Feb. 8
"Kinsler: Should Textbooks Be Hard To Read"	Feb. 12
"McLuhan: The Fourth World Demands Process Awareness"	Feb. 18
"Management Time & Leisure".	Mar. 70
"Editorial: Help Set WP Standards".	Mar. 10
"Kinsler: A Divorcee's Name".	Mar. 16
"McLuhan: Anticipating Process"	Mar. 20

GENERAL BUSINESS INFORMATION (Continued)

"Management Time & Leisure"	Apr. 52
"Micrographics Forum: Guidelines To Handle Growth"	Apr. 61
"Editorial: Micrographics: Pursue The New Potentials"	Apr. 10
"Kinsler: Gender? Sex? They're Different".	Apr. 14
"McLuhan: The Executive As Artist"	Apr. 18
"1975 Records Retention Timetable".	May 36
"Management Time & Leisure"	May 67
"Editorial: Datanomics: We Prove The Theory".	May 10
"Kinsler: Making Sense Of Time Management"	May 12
"McLuhan: Instant Information Makes Old Programs Obsolete"	May 14
"Office Redesign: The Profit Within"	June 39
"Office Redesign: Is It For You?".	June 41
"Nine Steps For Successful Telecommunications Systems".	June 74
"Management Time & Leisure"	June 122
"Editorial: Two Opportunities For Increased Profit".	June 10
"Kinsler: Copyright Your World".	June 12
"McLuhan: Discovery Depends On Intuition And Surprise"	June 14
"NOMDA Exposition".	July 43
"Management Time & Leisure"	July 49
"Editorial: Tune Up For Turnaround".	July 8
"Kinsler: Heartening The Stockholders"	July 10
"McLuhan: Innovations Require An Altered Perception"	July 14
"Management Time & Leisure"	Aug. 29
"Editorial: Why Not Have A Meeting In The Morning?".	Aug. 8
"Kinsler: Taking Customers Info To The Grave".	Aug. 10
"McLuhan: Market Organization In The Information Age".	Aug. 12
"NOPA: Parseghian Coaches The Industry".	Sept. 93
"Examining Biorhythms For Office Use"	Sept. 120
"Management Time & Leisure"	Sept. 127
"Editorial: September: A Time To Learn"	Sept. 10
"Kinsler: Taking Customers To The Grave-II".	Sept. 14
"McLuhan: Obsolete Military Organization In Business".	Sept. 18
"Management Time & Leisure"	Oct. 77
"Editorial: Reprographics Management: On The Grow".	Oct. 8
"Kinsler: Don't Kill With Improvements".	Oct. 10
"McLuhan: At Electronic Speeds The Effects Of Processes Flip".	Oct. 12
"Management Time & Leisure"	Nov. 76
"Editorial: What's Your Association Membership Worth?".	Nov. 12
"Kinsler: Is That Word Foreign Or English?".	Nov. 16
"McLuhan/Nevitt: Executives Must Make History"	Nov. 20
"Management Time & Leisure"	Dec. 53
"Editorial: Are Jobs Keeping Pace With Your Systems?".	Dec. 8
"Kinsler: Phoning Your Company-Pain Or Pleasure?".	Dec. 10
"McLuhan/Nevitt: The Electronic World Affects Identity Images"	Dec. 12

INVENTORY CONTROL

"Small Computers: New Fashions In Retailing"	June 82
--	---------

MAILROOM

"Source Reference: Mail Processing"	Jan. 60
"Specifications: Microfilm Readers And Printers"	Apr. 68
"Savings Follow Overhaul Of Mail Handling"	Dec. 32

MICROFILM

"Source Reference: Document Processing"	Jan. 62
"A COM System That Ensures Quality"	Feb. 42
"Micrographics Forum: Guidelines To Handle Growth"	Apr. 61
"NMA Micrographics Marketplace"	Apr. 74
"Editorial: Micrographics: Pursue The New Potentials"	Apr. 10
"A Microfilm System That Saves Retrieval Time And Storage"	June 88
"Microfiche: Cost Cutting Support For A Computing System"	July 41
"A Microfilm System That Shrinks Retrieval Time And Storage"	Aug. 46
"Microfilm Brings A Smoother Way With Waybills"	Sept. 116

PAYROLL

"Anatomy Of An Applications Package"	Apr. 76
--	---------

PERSONNEL

"Editorial: Unlocking Profitable Idea Flow"	Jan. 10
"Peter: The Compensation Miracle"	Jan. 18
"McLuhan: The Fourth World Demands Process Awareness"	Feb. 18
"Building Productivity And High Morale"	Mar. 58
"Kinsler: A Divorcee's Name"	Mar. 16
"McLuhan: Anticipating Processes"	Mar. 20
"McLuhan: The Executive As Artist"	Apr. 18
"McLuhan: Instant Information Makes Old Programs Obsolete"	May 14
"McLuhan: Discovery Depends On Intuition And Surprise"	June 14
"McLuhan: Innovations Require An Altered Perception"	July 14
"McLuhan: Market Organization In The Information Age"	Aug. 12
"Examining Biorhythms For Office Use"	Sept. 120
"McLuhan: Obsolete Military Organization In Business"	Sept. 18
"McLuhan: At Electronic Speeds The Effects Of Processes Flip"	Oct. 12
"McLuhan/Nevitt: Executives Must Make History"	Nov. 20
"Editorial: Are Jobs Keeping Pace With Your Systems?"	Dec. 8
"McLuhan/Nevitt: The Electronic World Affects Identity Images"	Dec. 12

PRINTING

"Source reference: Reprographics".	Jan. 78
"Reprographics Management '75: A Quest For The Best"	Mar. 89
"Cash In On Reprographics Awards"	Apr. 80
"Increase Your Reprographics Knowledge At Graphics '75"	June 78
"Reprographics Management: The Best For '75"	Oct. 45
"Winners Of The 1975 Reprographics Management Awards"	Oct. 47
"The Panel Of Experts Who Judged"	Oct. 49
"WP: New Key To Automated Forms Management".	Oct. 52
"Take Control To Reduce Copying Costs".	Oct. 56
"A Cost Saving System That Goes From COM To Offset"	Oct. 61
"Detailed Study Leads To Cost Savings".	Oct. 63
"Specifications: Duplicators".	Oct. 72
"Specifications: Preparation And Finishing Equipment".	Oct. 74
"Editorial: Reprographics Management: On The Grow".	Oct. 8

PURCHASING

"In '75 Cautious Buying With An Eye To The Bottom Line"	Jan. 45
"'75 Outlook: Data And Information Processing"	Jan. 53
"Source Reference: Data Processing".	Jan. 56
"Source Reference: Communications"	Jan. 60
"Source Reference: Mail Processing".	Jan. 60
"Source Reference: Document Processing".	Jan. 62
"Source Reference: Environment".	Jan. 68
"'75 Outlook: Office/Business Equipment"	Jan. 73
"Source Reference: Word Processing".	Jan. 74
"Source Reference: Reprographics".	Jan. 78
"Source Reference: Paper Handling"	Jan. 80
"Source Reference: Calculators".	Jan. 82
"'75 Outlook: Office Products, Supplies, And Services"	Jan. 83
"Source Reference: Supplies"	Jan. 84
"Source Reference: Business Papers".	Jan. 86
"Source Reference: Visual Controls".	Jan. 88
"Source Reference: Services"	Jan. 88
"A Primer On Specifying Office Carpeting"	Apr. 33
"A WP System With Ready Answers".	May 32
"Carpet: First Choice For The Redesigned Office"	June 50
"Specifications: Office Carpeting"	June 54

SALES ORDER

"Three-Way Order Entry For Fast Customer Service"	Apr. 27
"Facsimile System Speeds Information Turnaround".	Aug. 50

SERVICES

"Source Reference: Services"	Jan. 88
--	---------

SPECIFICATIONS CHARTS

"Source Reference: Data Processing".	Jan. 56
--	---------

SPECIFICATIONS CHARTS (Continued)

"Source Reference: Communications"	Jan. 60
"Source Reference: Mail Processing"	Jan. 60
"Source Reference: Document Processing"	Jan. 62
"Source Reference: Environment"	Jan. 68
"Source Reference: Word Processing"	Jan. 74
"Source Reference: Reprographics"	Jan. 78
"Source Reference: Paper Handling"	Jan. 80
"Source Reference: Calculators"	Jan. 82
"Source Reference: Supplies"	Jan. 84
"Source Reference: Business Papers"	Jan. 86
"Source Reference: Visual Controls"	Jan. 88
"Source Reference: Services"	Jan. 88
"Specifications: Microfilm Readers And Printers"	Apr. 68
"Specifications: Office Carpeting"	June 54
"Specifications: WP Equipment"	June 110
"Specifications: Dictation Equipment"	June 114
"Specifications: Modular Furniture"	Sept. 52
"Specifications: Free-Standing Partitions"	Sept. 54
"Specifications: Small Business Computers"	Sept. 80
"Source Reference: EDP Media Supplies"	Sept. 82
"Specifications: Copiers"	Oct. 68
"Specifications: Duplicators"	Oct. 72
"Specifications: Preparation And Finishing Equipment"	Oct. 72

SUPPLY AND EQUIPMENT DATA

"Source Reference: Supplies"	Jan. 84
"Showcase: Typing Supplies And Accessories"	Apr. 50
"Calculator Showcase"	July 34
"NOMDA Exposition"	July 43
"NOPA: Marketplace"	Sept. 94
"Marketplace"	Oct. 36
"Writing Instruments Survey: Analyzing The Assortment"	Nov. 48

SURVEYS--MARKET DATA

"'75 Outlook: Office/Business Equipment"	Jan. 73
"In '75: Cautious: Buying With An Eye To The Bottom Line"	Jan. 45
"'75 Outlook: Data And Information Processing"	Jan. 53
"'75 Outlook: Environment"	Jan. 67
"'75 Outlook: Office Products, Supplies, And Services"	Jan. 83
"Datanomics: Proving The Theory"	May 71
"Datanomics: The Population Explosion"	May 84
"WP 1975: What Users Are Saying This Year"	June 105
"Editorial: Tune Up For Turnaround"	July 8
"Writing Instruments Survey: Analyzing The Assortment"	Nov. 48

TRAINING, EDUCATION

"Kinsler: Should Textbooks Be Hard To Read"	Feb. 12
"She Teaches Secretarial Skills Executives Ask For"	Aug. 55

